AMENDMENTS TO CLAIMS

The Listing of Claims below replaces all prior versions, and listings, of claims in this application:

1 – 24 (Cancelled).

25.   (Currently amended) The method of ~~claim 24~~ claim 46, wherein the selected file is at least one of a link, a document, ~~and~~ or a thumbnail.

26.   (Currently amended) The method of ~~claim 24~~ claim 46, ~~wherein the at least one first keyword is statically associated with the web page~~ further comprising:

receiving notice of a user request for the web page, said user request being received after the execution of said selecting.

27.   (Currently amended) The method of ~~claim 24~~ claim 47, wherein ~~the analyzing is~~ said parsing comprises:

performing a statistical word frequency analysis of the content to discover the one or more keywords.

28.   (Currently amended) The method of ~~claim 24~~ claim 47, wherein ~~the at least one first keyword is obtained by the~~ said parsing comprises:

analyzing ~~is based on~~ at least one metatag in the web page to discover the one or more keywords.

29.   (Cancelled).

30.   (Currently amended) The method of ~~claim 24~~ claim 46, wherein ~~the analyzing products in the product database produces a plurality of second keywords ranked based upon at least one ranking criterion~~ said analyzing is executed to detect a plurality of contexts for the web page, and wherein said selecting is executed to select a plurality of products corresponding to the plurality of contexts, the method further comprising:

ranking the plurality of contexts and the plurality of products.

31-32 (Cancelled).

33.   (Currently amended) The method of ~~claim 32~~ claim 49, wherein said analyzing is executed to detect a plurality of contexts for the requested web page, and wherein said selecting is executed to select a plurality of products corresponding to the plurality of contexts, the method further comprising:

~~the analyzing products in the product database produces a plurality of second keywords ranked based upon at least one ranking criterion~~ ranking the plurality of contexts and the plurality of products, such that said displaying is executed to display the plurality of products in accordance with the ranking.

34-36 (Cancelled).

37.   (Currently amended) The method of ~~claim 24~~ claim 46, ~~comprising~~ further comprising:

~~dynamically associating the file with the web page~~ receiving notice of a user request for the web page, said user request being received prior to the execution of said analyzing or said selecting.

38-45   (Cancelled).

46.   (New) A computer implemented method of selecting at least one file representing at least one product, the file relating to a web page on the World Wide Web, the method comprising:

receiving the web page;

analyzing the web page to detect a context for the web page; and

selecting at least one file representing at least one product related to the detected context.

47.   (New) The method of claim 46, wherein said analyzing comprises:

parsing the content of the web page to discover one or more keywords published as part of the content; and

evaluating the one or more keywords to detect the context.

48.   (New) The method of claim 47, wherein said evaluating comprises:

comparing the one or more keywords with a synonym to detect the context.

49.   (New) A method of selecting and displaying at least one file representing at least one product, the file relating to a web page on the World Wide Web, the method comprising:

receiving notice of a user request for a web page;

receiving the requested web page;

analyzing the requested web page to detect a context for the requested web page;

selecting at least one file representing at least one product related to the detected context;

producing a second page including the requested web page and the file; and

displaying the second page to the user.

50.   (New) A computer readable storage medium including computer executable code for selecting at least one file representing at least one product, the file relating to a web page on the World Wide Web, the code enabling the steps of:

receiving the web page;

analyzing the web page to detect a context for the web page; and

selecting at least one file representing at least one product related to the detected context.